

L Number	Hits	Search Text	DB	Time stamp
89	0	recruiting adj students	EPO; JPO; DERWENT	2003/05/05 14:21
90	6	recruit\$4 near3 student	EPO; JPO; DERWENT	2003/05/05 14:23
91	116	target\$3 near2 marketing	EPO; JPO; DERWENT	2003/05/05 14:23

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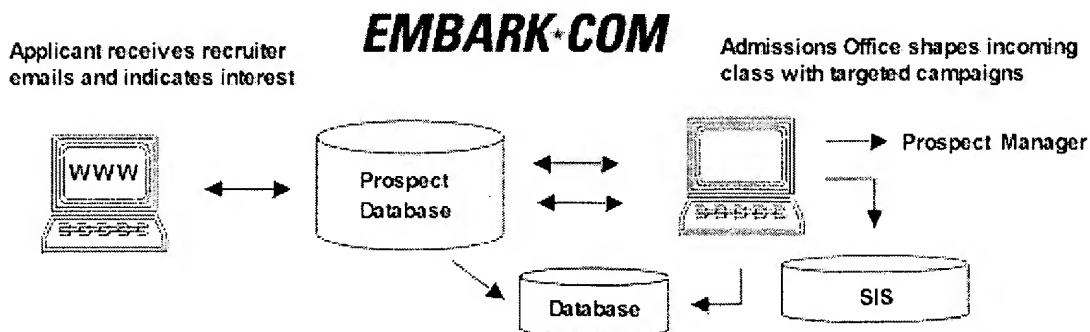
product information

Application Manager / Event Scheduler / Interview Scheduler / Inquiry Manager
Outreach / Prospect Manager

Outreach

Embark.com Outreach enables colleges and universities to conduct highly targeted recruiting to a large pool of potential applicants on the Embark.com Network.

- Identify your school to students whose interests match your institution's strengths
- Build highly targeted queries, selecting from over 100 different data elements
- Reduce costs by qualifying strong leads earlier in the recruitment process
- Round out the diversity of your incoming class
- Download detailed profiles of all students who respond positively to your Outreach emails
- Track the response rates of your Outreach campaigns
- Integrate Outreach leads into Prospect Manager for ongoing communications



Features of the Outreach Module

- Secure, **password-protected** access to outreach functionality
- Ability to set up **multiple Outreach accounts** (one for admissions, one for each department head, one for each athletic coach, etc...)
- Unlimited ability to query the **Embark.com user database**, which houses comprehensive information on college bound individuals as well as data on: GPA, test scores, activities, interests, intended major, and over 100 other criteria
 - Unlimited ability to **customize each query**

- Ability to **narrow or broaden** your query
- Unlimited ability to **send targeted emails** to groups identified through your queries
- Transfer of **complete data profiles** of students interested in your program from the Embark.com user database to your institution's database
 - **Ability to download** this information to your Student Information System
- Ability to **conduct ongoing queries** and communications online with Prospect Manager
- Unlimited technical support in addition to comprehensive online help

Revised: September 20, 1999

Contact ESSinfo@embark.com
or 415.615.1725

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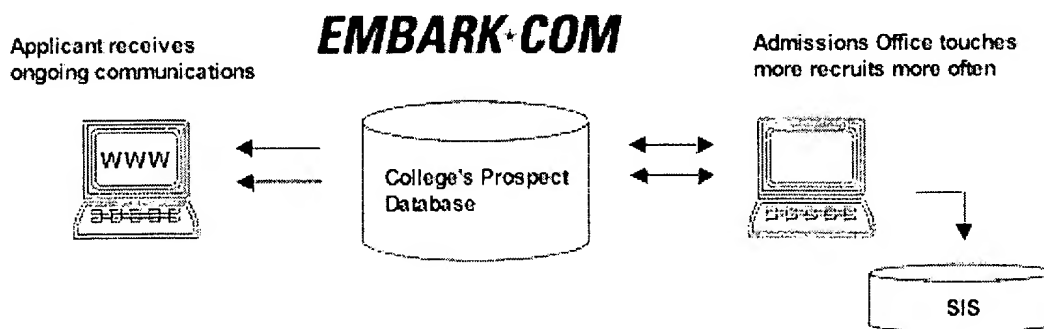
product information

Application Manager / Event Scheduler / Interview Scheduler / Inquiry Manager
Outreach / Prospect Manager

Prospect Manager

Embark.com Prospect Manager is a contact management system which coordinates all aspects of prospect communication throughout the application process.

- Communicate to individuals or groups of individuals with targeted messages
- View and track communications history
- Track a prospect through your system, from inquiry, to outreach, to applicant, to submitted application
- View statistics on recruits in your system
- Download mailing lists on groups of recruits for paper-based communications
- Drive students to your online application and web site with links in emails
- Query on types of recruits in your system to send more compelling emails to recruits



Features of the Prospect Manager

- **Unlimited ability** to query and send email to individuals or groups of individuals who:
 - 1) **responded** to your Outreach efforts, 2) have **contacted your institution** requesting more information, and 3) you have **identified** through other sources (upload these lists to the system)
- Track and view **communications** history on individuals or groups of individuals
- Unlimited **technical support** in addition to comprehensive online help

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S2	6998223	PROFILE OR GRADE? OR GPA OR CLASS(W) RANK OR ACTIVITIES OR - TEST(W) SCORE?
S3	21519068	ENROLLMENT OR APPLICATION OR MARKETING OR TARGET? OR CANDI- DATE? OR STUDENT?
S4	28316	S1(W15) S2(W15) S3
S5	14437	S4 NOT PD>1999
S6	6903	S1(W5) S2(W5) S3
S7	660	S6 AND ENROLLMENT
S8	500	RD (unique items)
S9	88	S8 AND EVALUAT?
S10	806	S5 AND RECRUIT?
S11	669	RD (unique items)
S12	146	S11 AND ENROLLMENT
S13	492	COLLEGENET
S14	151	S13 NOT PD>1999
S15	74	RD (unique items)
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